

AMENDMENTS TO THE SPECIFICATION:

Page 1, replace the title of the invention with the following amended title:

A1
--INFORMATION ~~DISTRIBUTING~~ BROADCASTING METHOD AND SYSTEM AND
~~INFORMATION DISTRIBUTING METHOD~~ WITH MESSAGE SELECTION BASED ON
BUYER ATTRIBUTES--

Page 5, replace the paragraph beginning on line 13 with the following amended paragraph:

A2
--The information distributor side device has a database (22, Fig. 2) for storing information (letters α , β , and γ , Fig. 2) that the information distributor side device distributes (this information is referred to as provided information) and seller side information ($\alpha[n]$, $\beta[n]$, and $\gamma[n]$, Fig. 3) composed of desired audience attributes ~~of providers~~. An information group (Z, Fig. 2) composed of a plurality of sets of provided information and seller side information corresponding thereto is multiplexed and distributed to a plurality of audience terminal units.--